

**REMARKS**

This Preliminary Amendment is filed as part of a Request for Continued Examination as a response to the Final Rejection of June 6, 2005. Claim 1 has been amended to incorporate the subject-matter of claim 2, which is cancelled, and adds limitation that the system includes means for entering said consumer's reaction to said consistencies and inconsistencies.

The Examiner has rejected claims 1 to 10 and 24 to 25 as being anticipated by ELDERING (U.S. patent no. 6,298,348).

One of the novel aspects of the present invention is that not only does it create a consumer's true consumption profile, it goes a step further than ELDERING. In fact, the system has further means for entering the consumer's reaction to these consistencies and inconsistencies. In this manner, the customer can redress inconsistencies or indicate in fact that the behaviour was not the behaviour as accepted as originally profiled.

Support for this limitation can be found at page 4, lines 5 to 9 and page 5, lines 1 to 15. This feature clearly has patentable novelty and claim 1 should be allowable.

Claims 3-17 and 25 depend either directly or ultimately from claim 1 and also should be allowed.

Prompt and favorable action is requested.

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Respectfully submitted,

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